



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

| | |
|-------------------------|--------------------------|
| Contract / Revision | Alt Order # |
| 575682 / | 09820042 |
| <u>Product</u> | |
| SPENCE | |
| Contract Dates | Estimate # |
| 09/25/12 - 10/01/12 | 925C01 |
| Advertiser | Original Date / Revision |
| Spence, David/R/Mo Gov | 09/18/12 / 09/28/12 |
| Billing Cycle | Billing Calendar |
| EOM/EOC | Broadcast |
| Station | Account Executive |
| KTVI | Jared Salles |
| <u>Special Handling</u> | |
| <u>Demographic</u> | |
| Adults 35+ | |
| | Total Ratings |
| | 207.90 |
| IDB# | Advertiser Code |
| 1046 | SPEN |
| Product Code | |
| | ORDR |
| Agency Ref | Advertiser Ref |

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

(OK-H)

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | <u>Totals</u> | |
|--------|-------------------|-----------------|-----------------|-------------|----------------|------|--------|-------------------|-------------|---------------|---------------|------------|
| | | | | | | | | | | | Spots | Amount |
| N 1 2 | 09/26/12 | 09/26/12 | 530a-6a | | 530a-6a | | :30 | | | NM | 1 | \$575.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | --W--- | | | | | 1 | \$575.00 | 3.00 | | |
| N 2 2 | 09/27/12 | 09/27/12 | 530a-6a | | 530a-6a | | :30 | | | NM | 1 | \$575.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | ---T--- | | | | | 1 | \$575.00 | 3.00 | | |
| N 3 2 | 09/28/12 | 09/28/12 | 530a-6a | | 530a-6a | | :30 | | | NM | 1 | \$575.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$575.00 | 3.00 | | |
| N 4 2 | 10/01/12 | 10/01/12 | 530a-6a | | 530a-6a | | :30 | | | NM | 1 | \$450.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 10/01/12 | 10/07/12 | M----- | | | | | 1 | \$575.00 | 3.00 | | |
| N 5 2 | 09/25/12 | 09/25/12 | M-F 6a-7a | | 6a-630a | | :30 | | | NM | 1 | \$1,250.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | -T----- | | | | | 1 | \$1,250.00 | 3.90 | | |
| N 6 2 | 09/26/12 | 09/26/12 | M-F 6a-7a | | 6a-630a | | :30 | | | NM | 1 | \$1,250.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | --W---- | | | | | 1 | \$1,250.00 | 3.90 | | |
| N 7 2 | 09/27/12 | 09/27/12 | M-F 6a-7a | | 6a-630a | | :30 | | | NM | 1 | \$1,250.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | ---T--- | | | | | 1 | \$1,250.00 | 3.90 | | |
| N 8 2 | 09/28/12 | 09/28/12 | M-F 6a-7a | | 6a-630a | | :30 | | | NM | 1 | \$1,250.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,250.00 | 3.90 | | |
| N 9 2 | 10/01/12 | 10/01/12 | M-F 6a-7a | | 6a-630a | | :30 | | | NM | 1 | \$1,350.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 10/01/12 | 10/07/12 | M----- | | | | | 1 | \$1,250.00 | 3.90 | | |
| N 10 2 | 09/25/12 | 09/25/12 | M-F 6a-7a | | 630a-7a | | :30 | | | NM | 1 | \$1,350.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | -T----- | | | | | 1 | \$1,350.00 | 4.40 | | |
| N 11 2 | 09/26/12 | 09/26/12 | M-F 6a-7a | | 630a-7a | | :30 | | | NM | 1 | \$1,350.00 |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: | 09/24/12 | 09/30/12 | --W---- | | | | | 1 | \$1,350.00 | 4.40 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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St. Louis, MO 63146
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| Contract / Revision | Alt Order # |
| 575682 / | 09820042 |

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|---------------------|---------|------------|
| Contract Dates | Product | Estimate # |
| 09/25/12 - 10/01/12 | SPENCE | 925C01 |

| | |
|------------------------|--------------------------|
| Advertiser | Original Date / Revision |
| Spence, David/R/Mo Gov | 09/18/12 / 09/28/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Totals | | | | |
|--------|----------|----------------|------------|-------------|----------------|------|--------|----------------|----------|--------|------|-------|-------------|
| | | | | | | | | | Rate | Rtn | Type | Spots | Amount |
| | | Start Date | End Date | Weekdays | | | | Spots/Week | Rate | Rating | | | |
| | | Week: 10/01/12 | 10/07/12 | M----- | | | | 1 | \$125.00 | 0.00 | | | |
| N 61 2 | 10/01/12 | 10/01/12 | M-F 430-5a | KTVI News | 430-5a | | :30 | | | | NM | 1 | \$150.00 |
| | | Start Date | End Date | Weekdays | | | | Spots/Week | Rate | Rating | | | |
| | | Week: 10/01/12 | 10/07/12 | M----- | | | | 1 | \$150.00 | 0.00 | | | |
| | | | | | | | | | Totals | 207.90 | | 63 | \$68,150.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/30/12 | 50 | \$56,425.00 | \$47,961.25 |
| 10/01/12 - 10/01/12 | 13 | \$11,725.00 | \$9,966.25 |
| Totals | 63 | \$68,150.00 | \$57,927.50 |

Signature: _____ Date: _____

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